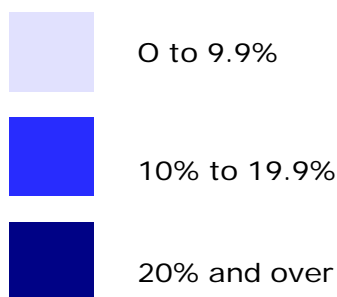
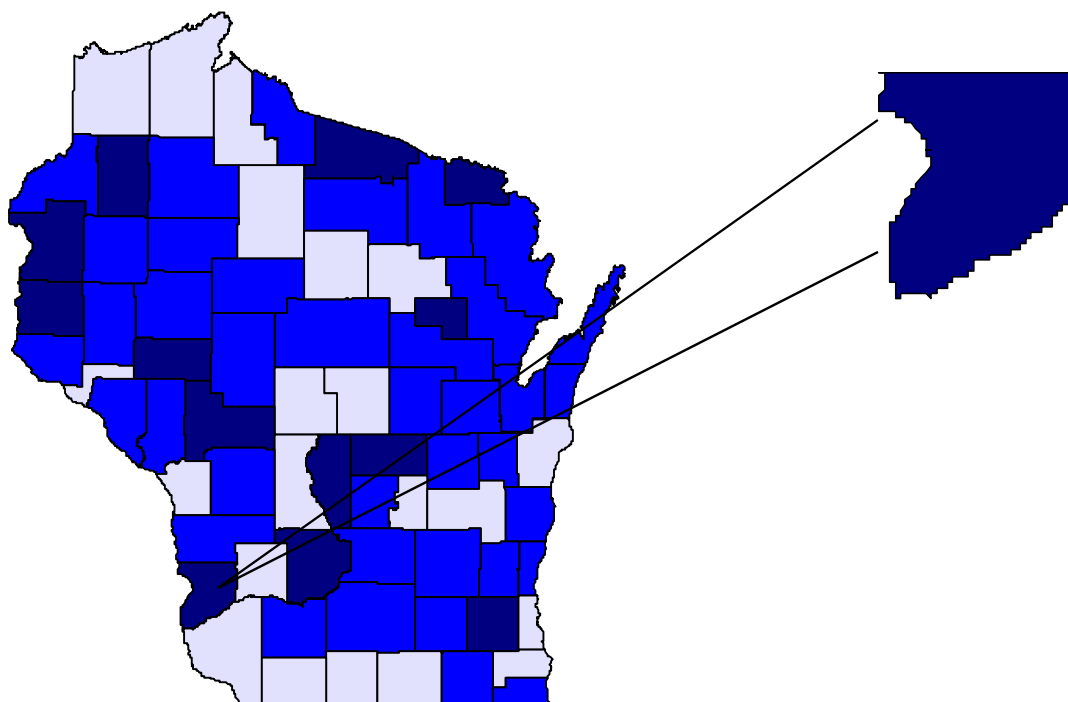


Crawford County Workforce Profile

Job Growth 1994 to 1999



Wisconsin Department of Workforce Development
Division of Workforce Solutions
Bureau of Workforce Information
October 2001



State of Wisconsin
Department of Workforce Development

Introduction

The County Workforce Profile has been developed by the Wisconsin Department of Workforce Development's (DWD) Bureau of Workforce Information (BWI) to provide a broad overview of Crawford County's labor market. The data included in this fourth year of publication is for 1999 to maintain consistency with the previous publications and to provide the user with a single year of reference in order to draw comparisons and form a picture of related labor force and employment information.

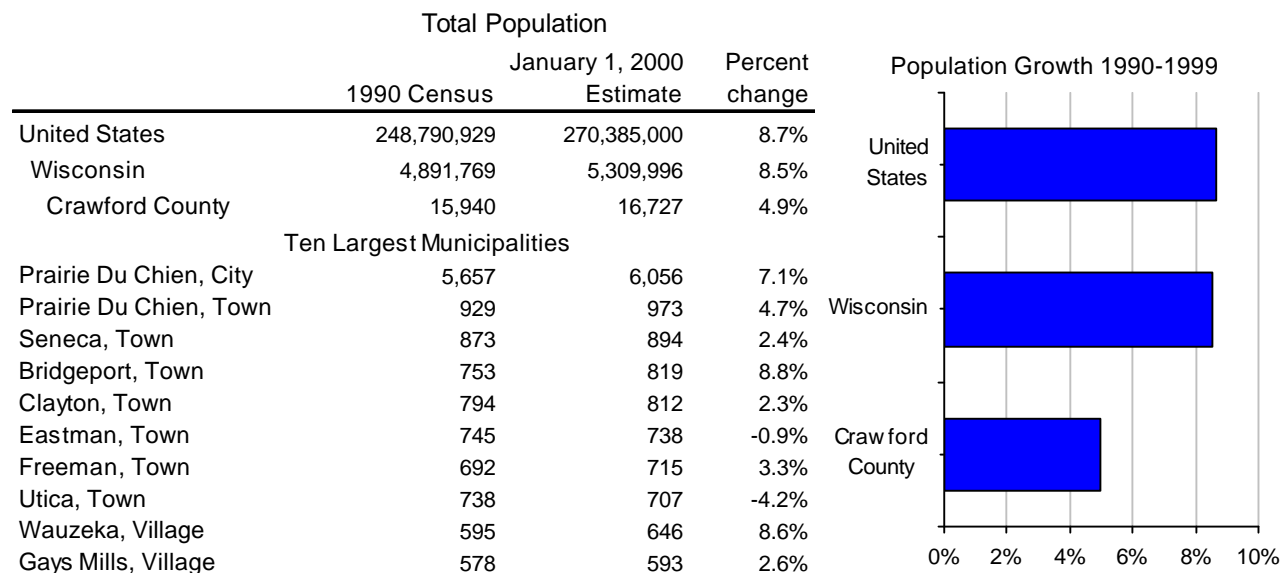
A variety of economic and demographic labor market information have been provided to describe the current labor market conditions in the counties and regions of Wisconsin. That information includes 1999 data on population, labor force, industries, employment, wages and income. The narrative describes how local conditions have changed over one-year and five-year intervals. Although population information is available from the 2000 census, it is not included in this publication since the period of time selected for all data sets is 1999. For more recent releases of information please consult the Wisconsin Department of Workforce Development Labor Market Information website: <http://www.dwd.state.wi.us/lmi>.

For more detailed information or clarification, please contact your local labor market analyst,
Bill Brockmiller, by telephone (608-785-9337) or email (brockwi@dwd.state.wi.us).

DWD is an equal opportunity service provider. If you need assistance to access services or material in an alternate format, please contact the analyst listed above.

Crawford County Population and Civilian Labor Force

Crawford County's population increased 4.9 percent during the first nine years of the 1990s. Crawford County has grown slower than Wisconsin or the United States. The increase in population during the 1990s represents a turn around in the county's population trend, as the 1980s decade brought with it a four percent decline in population. It's only in 1997-1998 that Crawford County surpassed the county's 1980 population total of 16,556. Over 70 percent of Crawford's population increase during the first nine years of the 90s was the result of positive net migration (people moving in less people moving out of the county). The net migration rate in Crawford was at a virtual standstill for the first six years of the 1990s, indicating that almost the same number of people moved out of as moved into Crawford County. Net migration soared during the time period 1996 - 1998 in Crawford County.

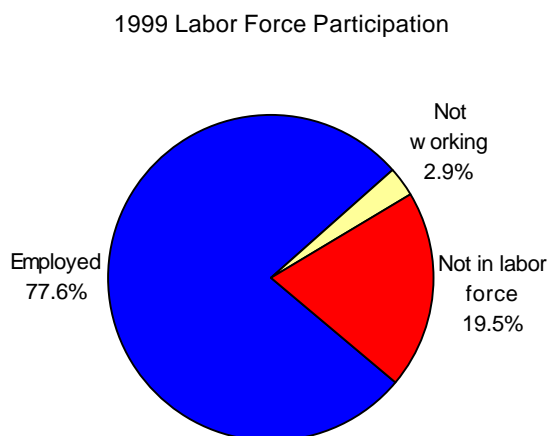


* Crawford County portion only

Source: WI Dept. of Admin., Demographic Services Center, *Official Population Estimates*, January 1, 2000

Crawford County's population has increased by 4.9 percent in the 1990-1999 time period, and the labor force has increased by 23 percent. The number of Nonfarm jobs in the county has increased by approximately 50 percent during the same time period. Crawford County found the workers to make up the apparent shortfall by tapping the unemployed pool, reducing the annual average unemployment rate by almost two percent during the nine year time period. In addition, Crawford County's participation rate is one of the highest in Wisconsin. Out of the entire Crawford population aged 16 and over, a higher percentage choose to work than in many other counties.

The participation rate is the number of total workers in the labor force divided by the total population aged 16 years and over. Not all persons aged 16 and over are working or looking for work. Among the reasons for not working are; school attendance, retirement, inability to work, and individuals who do not believe there are any opportunities for them in their labor market. Crawford County's labor force participation rate was 80.5 percent in 1999, substantially above the national participation rate of 67.1 percent, and the state rate of 72.3 percent.



Source: Estimated from WI Dept of Administration population estimates, Jan 2000, US Census Bureau, and Local Area Unemployment Statistics

Employers have noticed, and will continue to experience, the effects of a changing workforce in Crawford County. Population totals in the 25 to 39 year old cohort have declined by more than 300 in the first nine years of the 90s. Increases in the 40 to 54 age cohort, adding almost 950 people during the nine year time period, is the result of the aging of the "baby-boomer" generation. These two demographic shifts will shape the future workforce in Crawford. The modest (in absolute terms) decline in population in the 16-24 age cohort also adds to the changing landscape of the Crawford workforce, the decrease will further frustrate

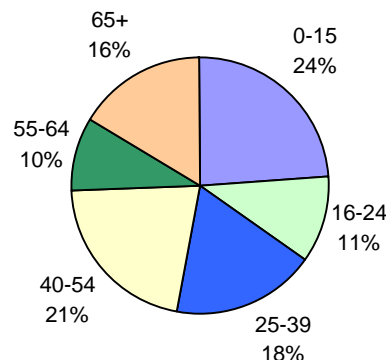
employers in Crawford County who recruit younger workers.

The economic ramifications of such a demographic shift are obvious: increased demand on health care and social services as well as expansion of those sectors within the Crawford County economy. Understanding the inter-relationship between population and the labor force will be imperative to future planning, in terms of projecting employment change as well as population growth and composition.

Crawford County Labor Force Age Population Distribution

Age Group	Population 1990 Census	Population 1999 Estimate	Percent change
0-15	4,092	4,015	-1.9%
16-24	1,703	1,808	6.2%
25-39	3,315	3,000	-9.5%
40-54	2,620	3,562	36.0%
55-64	1,525	1,615	5.9%
65+	2,685	2,727	1.6%

Source: Estimated from WI Dept of Admin, Demographic Services Center, Official Population Projections 1990-2020 and US Census Bureau



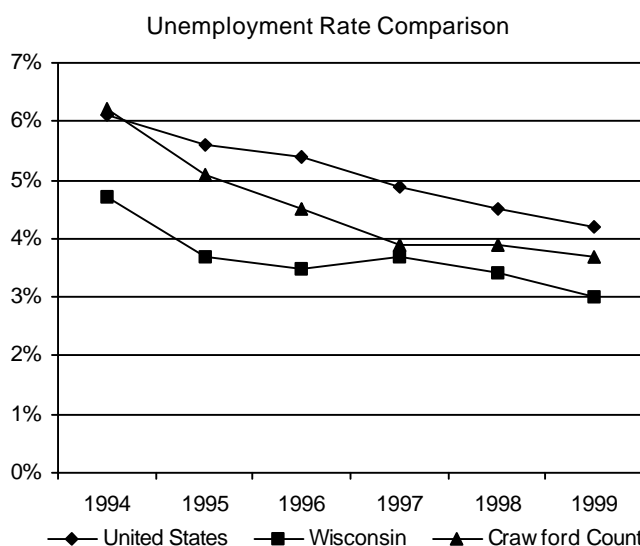
Crawford County Civilian Labor Force Data

	1994	1995	1996	1997	1998	1999
Labor Force	9,100	9,300	9,400	9,700	10,300	9,800
Employed	8,600	8,800	9,000	9,300	9,900	9,400
Unemployed	570	470	430	380	400	360
Unemployment Rate	6.2%	5.1%	4.5%	3.9%	3.9%	3.7%

Source: WI DWD, Bureau of Workforce Information, Local Area Unemployment Statistics

The unemployment rate differs from the percent of the labor force age population not working. The unemployment rate is a percent of labor force participants (80.5% of the labor force age population in Crawford County) who are unemployed and actively looking for work. The number of unemployed in the county includes not only those who are receiving unemployment benefits, but also any resident who actively looked for a job and did not find it.

Out of a total labor force in Crawford County in 1999 of 9,800, 3.7 percent were unemployed. This is slightly higher than the 1999 state rate of 3.5 percent, but substantially lower than the national unemployment rate of 4.2 percent in 1999.



Source: WIDWD, Bureau of Workforce Information, Local Area Unemployment Statistics

During the course of a given year, Crawford County's monthly unemployment rates report both high peaks and low valleys of unemployment. February usually reports the highest unemployment rate for the year in Crawford County. The statewide rate usually peaks in February as well. In recent history, Crawford County's February rate has ran between 4.5 and 7.0 percent. In September or October Crawford usually records its lowest rate for the year, recent September/October rates have ran between 2.5 and 3.5 percent. Statewide rates also bottom out in either September or October of a given year.

These patterns can be explained by several factors including; Wisconsin's weather patterns, farm growing seasons, Wisconsin manufacturers production schedules, shopping seasons peaks and valleys, and tourist seasons.

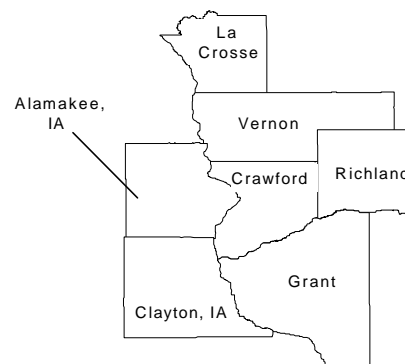
Wisconsin, Minnesota, and Iowa fishing seasons also have an effect on Crawford County unemployment rates.

Crawford County Commuting Patterns

	Commute Into	Commute From	Net Commute
Iowa, State of	347	412	65
Minnesota, State of	104	4	-100
Richland County	71	52	-19
Grant County	591	408	-183
Vernon County	181	77	-104
La Crosse County	181	29	-152
Elsewhere	78	4	-74
Total	1,553	986	-567

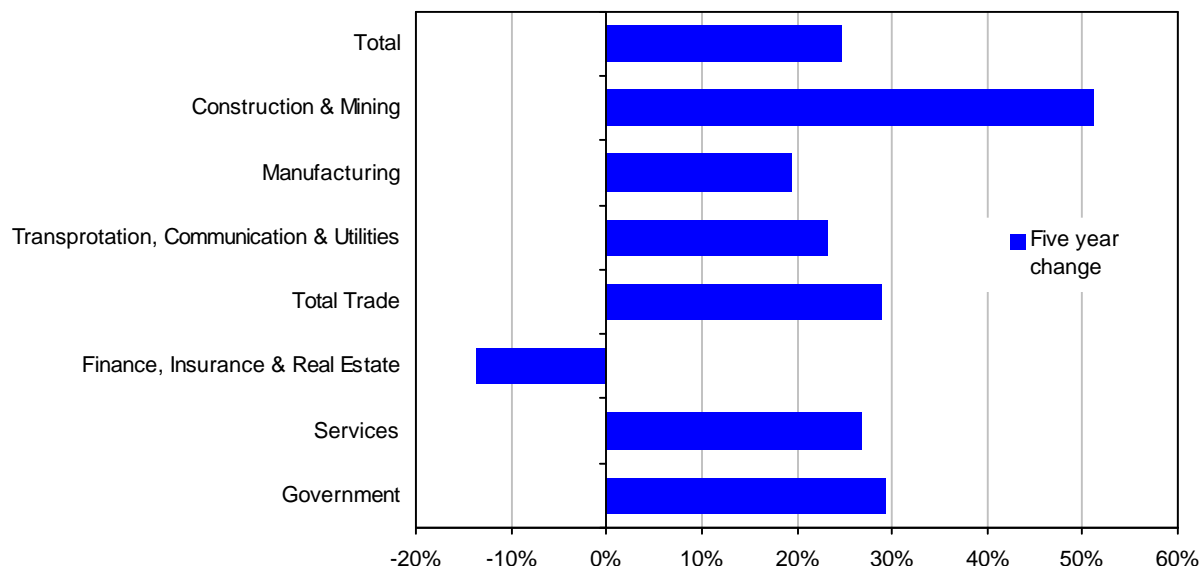
Work within Crawford County 5,534

Source: WI DWD, Bureau of Workforce Information. *Wisconsin's Commuting Patterns*, 1994.



More residents of Crawford County commute out of their county of residence for work than do residents of other localities commute into Crawford County for employment. Shown above as of the 1990 Census, Crawford County lost a net of 567 workers in the commuter worker exchange. As of 1990, the largest net loss occurred between Crawford and Grant Counties. The only place where Crawford obtained a net gain was with workers commuting in from the State of Iowa. Changes have occurred in both these areas since 1990 and it is likely that if a commuter survey was taken today, the net number of commuters between Crawford and Grant as well as the net inter-state commuter total would change. Commuting pattern data is not available yet from Census 2000. Over the last several years, riverboat gambling (legal in Iowa) has enjoyed steady growth. Approximately four years ago a riverboat casino chose the other side of the river, just across from Prairie du Chien, as its home port. A noticeable number of workers commute across the river to work at the casino. Since most of this development has occurred after the 1990 Census was taken, it is not reflected in the numbers reported above.

Crawford County Employment Change by Industry 1994 to 1999



	1994	1995	1996	1997	1998	1999	Percent change	
Total	6,170	6,428	6,536	6,936	7,640	7,692	0.7%	24.7%
Goods Producing	1,975	2,092	2,168	2,275	2,412	2,399	-0.5%	21.5%
Construction & Mining	131	164	160	178	177	198	11.9%	51.3%
Manufacturing	1,844	1,928	2,008	2,097	2,235	2,201	-1.5%	19.4%
Durable	1,767	1,853	1,933	2,015	2,043	1,800	-11.9%	1.9%
Nondurable	77	75	75	82	192	401	109.5%	421.2%
Service Producing	4,196	4,336	4,368	4,661	5,228	5,292	1.2%	26.1%
Transportation, Communications & Utilities	102	104	111	102	87	125	44.7%	23.2%
Total Trade	1,649	1,695	1,701	1,825	2,118	2,126	0.4%	29.0%
Wholesale	193	185	185	197	194	184	-5.1%	-4.8%
Retail	1,456	1,510	1,516	1,628	1,925	1,943	0.9%	33.4%
Finance, Insurance, and Real Estate	204	178	165	164	166	176	6.4%	-13.7%
Services & Misc.	1,389	1,477	1,479	1,610	1,771	1,763	-0.4%	26.9%
Total Government	852	882	912	960	1,087	1,101	1.3%	29.3%

Source: WIDWD, Bureau of Workforce Information, Nonfarm Wage & Salary estimates.

Nonfarm wage and salary employment measures the number of jobs within a county excluding agricultural, military, and self-employed workers. This data measures the number of jobs within the county without consideration of where the job-holder lives.

A healthy share of tourist dollars are spent in Crawford County. Crawford received 35.3 million dollars in tourism expenditures in 2000, or \$2,110 per county resident. The statewide average tourism dollars spent per resident was \$1877 in 2000. Crawford County's location along the Mississippi River provides nature lovers an opportunity to view expansive vistas and observe a thriving eagle population. In addition to the natural beauty of the Mississippi, the advent of riverboat gambling in Iowa has made Crawford County an intermediary stop for gamblers. Tourist dollars spent most directly affect employment levels in the retail trade and service industry. The Wisconsin Department of Tourism estimated that in 2000, tourism dollars spent in Crawford County added 985 jobs to total employment in the county.

Retail trade employment has increased by almost 34 percent in the 1994 -1999 five year period. The effect of tourist dollars spent on retail trade and the recent addition of a catalog mail-order house on the north side of the City of Prairie du Chien have fueled increases in retail trade employment in Crawford County.

Crawford County's Largest Industries and Employers

Top 10 Industry Groups

Industry Group	March 2000		Numerical Change	
	Employers	Employment	1 Year	5 Years
Miscellaneous Retail	14	745	*	653
Stone, Clay, And Glass Products	*	*	*	*
Health Services	24	582	51	108
Eating And Drinking Places	34	558	83	28
Lumber And Wood Products	6	527	28	95
Educational Services	5	527	-6	38
Social Services	13	456	7	85
Rubber And Misc. Plastics Products	*	*	*	*
General Merchandise Stores	*	*	*	*
Electronic & Other Electric Equipment	*	*	*	*

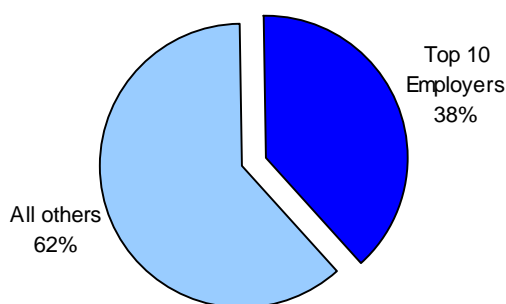
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Top 10 Private Employers

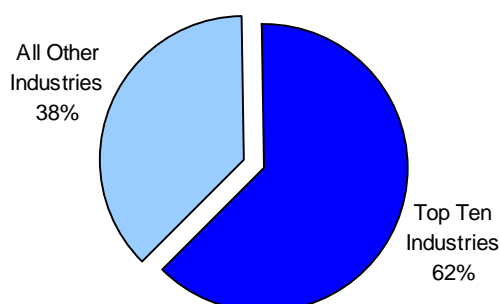
Company	Product or Service	Size
3 M Co	Abrasive Products	500-999
Cabela's Wholesale	Catalog and Mail Order Retail	250-499
Design Homes	Prefabricated Homes	250-499
Miniature Precision Components	Plastic Parts	250-499
Prairie Du Chien Memorial Hospital	General Hospital	250-499
Cabela's Retail	Sporting Goods Retail	100-249
Harman Wisconsin	Audio Equipment	100-249
Walmart Associates	General Merchandise Retail	100-249
Monona Wire Corp	Motor Vehicle Parts	100-249
Clinicare Corp	Residential Care	100-249

Source: WI DWD, Bureau of Workforce Information Bureau, ES-202 file tape, 1st quarter 1999 and LMI benchmark 2000.

Top 10 Employers Share of
Nonfarm Employment



Top 10 Industry Groups
Share of Nonfarm Employment



There were a total of 460 employers in Crawford County in March 2000. The top ten private sector employers employ 38 percent of all workers working in Crawford County. Five of the ten largest private employers are in the manufacturing industry. However, only four of the ten largest industries are in manufacturing.

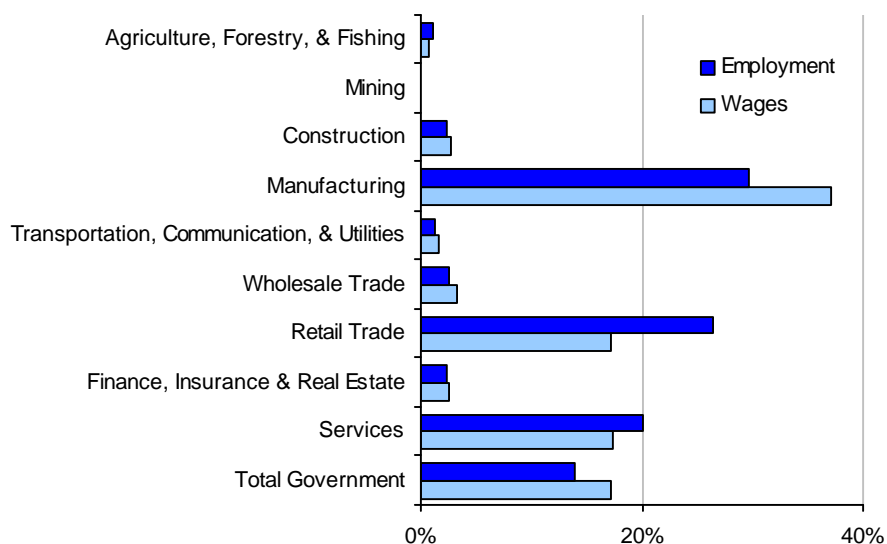
In past years the production of stone, clay, glass, & concrete was the largest industry within Crawford County. This year, for the first time, miscellaneous retail moved ahead of and replaced stone, clay, glass, & concrete as the largest industry in Crawford County.

McGregor Loudspeaker ranked third on the Crawford County top ten employer list several years ago, but does not appear on this year's list. The company downsized and merged with another company to form Harman Wisconsin.

Crawford County Employment and Wages 1999

	Annual Average Wage	State Average Wage	Percent of State Average	Percent change 1 year	Percent change 5 year	Number of Workers
All Industries	\$20,975	\$29,609	70.8%	3.9%	16.2%	7,335
Agriculture, Forestry, & Fishing	\$12,628	\$21,499	58.7%	-13.3%	-13.8%	80
Mining	*	\$39,968	*	*	*	*
Construction	\$23,333	\$36,772	63.5%	2.9%	39.5%	179
Manufacturing	\$26,260	\$37,773	69.5%	3.2%	7.2%	2,175
Transportation, Communications, & Utilities	\$26,635	\$34,523	77.2%	12.5%	22.5%	92
Wholesale Trade	\$27,296	\$38,048	71.7%	5.8%	4.5%	184
Retail Trade	\$13,599	\$15,066	90.3%	5.6%	29.8%	1,940
Finance, Insurance, & Real estate	\$22,739	\$37,911	60.0%	2.2%	36.4%	173
Services	\$18,253	\$26,041	70.1%	6.0%	29.1%	1,467
Total Government	\$25,698	\$32,017	80.3%	5.4%	23.0%	1,025

Total Employment and Wage Distribution by Industry Division



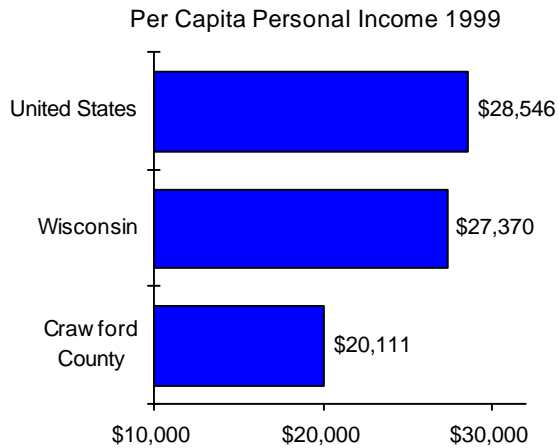
Source: WI DWD, Bureau of Workforce Information, *Employment, Wages and Taxes Due covered by Wisconsin's U.C. Law, Tables 209-211.*

The greatest differential in average wages between Crawford County and statewide levels occurs within the finance, insurance, and real estate industry (FIRE), where workers earn 60 percent of the statewide average. Typically, major FIRE operations center around metropolitan areas, of which, Crawford County has none. In addition, most of the major FIRE operations in Wisconsin take place in the eastern or south central parts of the state.

As in many smaller non-metropolitan counties, wages in the construction industry in Crawford County lag below the statewide average. Often this indicates lower levels of unionization in the construction industry in smaller counties, as compared to Wisconsin Metropolitan Areas

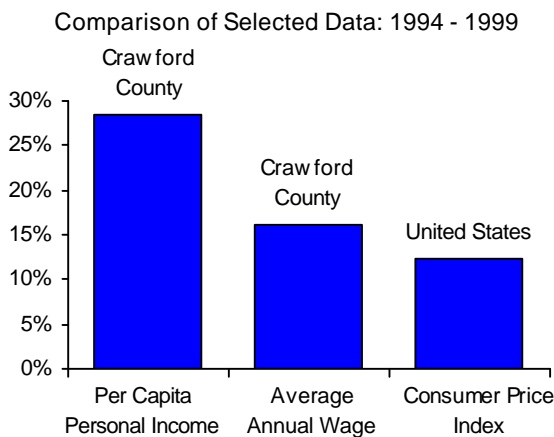
Retail trade employment represents 26 percent of employment, yet only 17 percent of the wages paid in Crawford County. The wages in the retail industry represent a significantly smaller proportion of total wages than employment, because the industry employs a large number of entry-level workers. However, at 90 percent, pay in Crawford's retail trade industry is closer to the statewide average than in any other industry in Crawford. This is the result of the dominant role that both tourism and large mail-order retail establishments command in the wages equation. There are more full-time workers in Crawford's retail trade industry than in retail trade industries in many other parts of Wisconsin.

Crawford County Wage and Income Data



Per capita income is total income divided by the total number of residents. Income includes wages earned, dividends from investments, and transfer payments from the government. Per capita income can be influenced by the number of wage earners, average family size, and the median age of residents. Per capita income can also determine the type of services and housing available in a given geographic region.

In 1999, the PCPI in Crawford County was 72 percent of the state's, and was higher than only 12 other Wisconsin counties. In 1993, Crawford County's PCPI was 73 percent of the state's, so Crawford's position has slipped slightly in the last five years.



The increase in per capita income was better than the increase in annual average wages. One reason is that nonfarm proprietor's earnings (included in PCPI), increased by 51 percent during the five year period. Also, 18 percent of Crawford county income is from transfer payments, compared with 12 percent state-wide.

Crawford farm income was a negative amount in four of the last five years. Those years were 1995, 1997, 1998, and 1999.

	Per Capita Personal Income						Percent Change	
	1994	1995	1996	1997	1998	1999	1 year	5 year
United States	\$22,581	\$23,562	\$24,651	\$25,874	\$27,321	\$28,546	4.5%	26.4%
Wisconsin	\$21,699	\$22,573	\$23,554	\$24,791	\$26,227	\$27,370	4.4%	26.1%
Crawford County	\$15,665	\$15,955	\$16,994	\$18,029	\$19,059	\$20,111	5.5%	28.4%

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis, Regional Economic Information System.

Selected Occupational Wage Data

	Mean	Median
Assemblers, Electronic	\$ 10.08	\$ 9.24
Assemblers, General	\$ 10.79	\$ 11.08
Amusement & Recreation Attendants	\$ 7.45	\$ 6.92
Cashier	\$ 6.99	\$ 6.74
Cook, Restaurant	\$ 9.36	\$ 8.39
Food Preparation Worker	\$ 6.97	\$ 6.62
Hotel/Motel Clerk	\$ 7.47	\$ 7.39
Janitor/Cleaner	\$ 9.50	\$ 9.14
Machine Feeder & Offbearer	\$ 9.49	\$ 9.47
Nurse Aide/Orderly	\$ 9.24	\$ 9.10
Production Worker - Helper	\$ 10.73	\$ 10.26
Registered Nurse	\$ 21.21	\$ 20.21
Truck Driver, Light	\$ 10.32	\$ 9.97
Truck Driver, Tractor Trailer	\$ 16.72	\$ 15.72
Vehicle Washer/Equipment Cleaner	\$ 8.83	\$ 8.24

Source: DWD, BWI, 2000 OES wage survey for Balance-Of-State (non-MSA) counties.

The wages for the selected occupations in this table were reported by employers in non-metropolitan counties in the state who responded to the Occupational Employment Statistics (OES) survey. Employers from all Wisconsin counties participated in the survey but published data was limited to MSAs and a grouping of 60 or so 'balance-of-state' non-MSA counties.

Wages play a critical role in the economy as both workers and employers try to capitalize their worth. The labor shortage has placed additional pressure on wages and those occupations with a mean (average) and median (mid-point) wage relatively close reflect that. Mean wages include both very low and high wages, but as the labor market tightens employers offering low wages migrate closer to the mid-point.